IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: 14337US02 **PATENT**

In the Application of:	
Jeyhan Karaoguz, et al.	**Electronically Filed On October 27, 2008**
Serial No.: 10/672,251	
Filed: September 26, 2003	
For: MEDIA PROCESSING SYSTEM SUPPORTING AUTOMATED PERSONAL CHANNEL CONSTRUCTION BASED ON USER PROFILE AND PRE-SELECTION	
Examiner: Long, Andrea Natae	
Group Art Unit: 2176	
Confirmation No.: 8832	

APPEAL BRIEF

Mail Stop Appeal Brief – Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The Applicant respectfully requests that the Board of Patent Appeals and Interferences reverse the final rejection of claims 1-53 of the present application. The Appeal Brief is timely because it is being filed within two months of the September 22, 2008 filing date of the Notice of Appeal.

REAL PARTY IN INTEREST
(37 C.F.R. § 41.37(c)(1)(i))

The real party in interest is Broadcom Corporation, having a place of business at 16215 Alton Parkway, Irvine, California 92619.

RELATED APPEALS AND INTERFERENCES
(37 C.F.R. § 41.37(c)(1)(ii))

Not applicable.

STATUS OF THE CLAIMS
(37 C.F.R. § 41.37(c)(1)(iii))

The present application includes claims 1-53. These claims stand rejected.[1] The Applicants identify claims 1-53 as the claims that are being appealed. The text of the claims involved in this Appeal, namely, claims 1-53, is provided in the Claims Appendix.

STATUS OF AMENDMENTS
(37 C.F.R. § 41.37(c)(1)(iv))

Subsequent to the final rejection of claims 1-53 mailed June 23, 2008, the Applicants filed a Response.[2] The Response did not amend any of the claims.[3]

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[1] *See* June 23, 2008 Final Office Action and August 21, 2008 Advisory Action.
[2] *See* August 12, 2008 Response Under 37 C.F.R. § 1.116.
[3] *See id.*

SUMMARY OF CLAIMED SUBJECT MATTER
(37 C.F.R. § 41.37(c)(1)(v))

Independent claim 1 recites the following:

A system supporting the automatic selection of media according to a user profile,[4] the system comprising:

a television display[5] to support the consumption of media;[6]

a user interface[7] accessible via the television display,[8] the user interface displaying at least one media channel comprising media available for consumption;[9]

a storage that stores media,[10] the storage communicatively coupled to the television display,[11] the storage having an associated network address;[12] and

server software that receives a request identifying one or both of the associated network address and/or a user identifier,[13] and responds by automatically selecting media according to a user-defined profile,[14] the user-defined profile[15] corresponding to one or both of the associated network address and/or a user identifier,[16] and delivering to the storage, via a communication network, information identifying the selected media, the information for incorporation into the

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[4] *See* present application, *e.g.,* at page 5, lines 2-3.
[5] *See id., e.g.,* at page 13, lines 20-22, Figure 1, refs. 101 and 102, and Figure 6, ref. 608.
[6] *See id., e.g.,* at page 5, lines 4-5.
[7] *See id., e.g.,* at page 13, lines 14-22, Figure 1, ref. 110, and Figure 6, ref. 600.
[8] *See id., e.g.,* at page 5, line 5.
[9] *See id., e.g.,* at page 5, lines 6-7.
[10] *See id., e.g.,* at page 5, lines 5-6.
[11] *See id., e.g.,* at page 5, lines 7-8.
[12] *See id., e.g.,* at page 5, lines 8-9, and page 13, lines 7-10.
[13] *See id., e.g.,* at page 5, lines 9-12.
[14] *See id., e.g.,* at page 5, lines 9-12.
[15] *See id., e.g.,* at page 5, lines 9-12, page 14, line 11 to page 15, line 3, page 15, line 20 to page 16, line 15, and Figure 1, ref. 111.
[16] *See id., e.g.,* at page 5, lines 12-13.

user interface.[17]

Independent claim 10 recites the following:

A system supporting the automatic selection of media according to a user profile,[18] the system comprising:

a user interface[19] displaying at least one media channel comprising media available for consumption;[20]

a storage that stores media,[21] the storage having an associated network address;[22] and

server software that automatically selects media according to a user-defined profile,[23] and delivers to the storage, via a communication network, information identifying the selected media, the information for incorporation into the user interface.[24]

Dependent claim 18 recites the following:

The system of claim 10 wherein the server software supports anonymous media exchange.[25]

Independent claim 21 recites the following:

A method of operating a system supporting the automatic selection of media according to a user profile,[26] the method comprising:

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[17] *See id., e.g.,* at page 5, lines 13-16.
[18] *See id., e.g.,* at page 6, lines 13-14.
[19] *See id., e.g.,* at page 13, lines 14-22, Figure 1, ref. 110, and Figure 6, ref. 600.
[20] *See id., e.g.,* at page 6, lines 14-17.
[21] *See id., e.g.,* at page 6, line 17.
[22] *See id., e.g.,* at page 6, lines 17-18 and page 13, lines 7-10.
[23] *See id., e.g.,* at page 5, lines 9-12, page 14, line 11 to page 15, line 3, page 15, line 20 to page 16, line 15, and Figure 1, ref. 111.
[24] *See id., e.g.,* at page 6, lines 18-21.
[25] *See id., e.g.,* at page 7, lines 14-16 and page 24, lines 8-21.
[26] *See id., e.g.,* at page 7, lines 18-20.

receiving a user-defined profile[27] from a user;[28]

automatically selecting media according to the user-defined profile;[29]

communicating to the user information identifying the media;[30]

receiving a request from the user for at least a portion of the identified media;[31] and

coordinating the delivery of the at least a portion of the identified media from a source to the user for consumption.[32]

Dependent claim 27 recites the following:

The method of claim 21 wherein the user is unknown to the source.[33]

Independent claim 28 recites the following:

A system supporting the automatic selection of media according to a user profile,[34] the system comprising:

a user interface[35] accessible via a television display,[36] the user interface displaying at least one media channel comprising media available for consumption;[37]

a storage that stores media,[38] the storage communicatively coupled to the television

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[27] *See id., e.g.,* at page 5, lines 9-12, page 14, line 11 to page 15, line 3, page 15, line 20 to page 16, line 15, and Figure 1, ref. 111.
[28] *See id., e.g.,* at page 7, lines 20-21.
[29] *See id., e.g.,* at page 7, line 21.
[30] *See id. e.g.,* at page 7, line 22.
[31] *See id., e.g.,* at page 7, line 22 to page 8, line 1.
[32] *See id., e.g.,* at page 8, lines 1-3.
[33] *See id., e.g.,* at page 7, lines 14-16 and page 24, lines 8-21.
[34] *See id., e.g.,* at page 6, lines 13-14.
[35] *See id., e.g.,* at page 13, lines 14-22, Figure 1, ref. 110, and Figure 6, ref. 600.
[36] *See id., e.g.,* at page 13, lines 20-22, Figure 1, refs. 101 and 102, and Figure 6, ref. 608.
[37] *See id., e.g.,* at page 5, lines 6-7.
[38] *See id., e.g.,* at page 6, line 17.

display,[39] the storage having an associated network address;[40] and

at least one processor[41] that sends a request identifying one or both of the associated network address and/or a user identifier,[42] supports receipt, in response to the request and via a communication network, of media automatically selected according to a user-defined profile,[43] the user-defined profile[44] corresponding to one or both of the associated network address and/or a user identifier,[45] and supports the storing in the storage of information identifying the selected media, the information for incorporation into the user interface.[46]

Independent claim 37 recites the following:

A system supporting the automatic selection of media according to a user-defined profile,[47] the system comprising:

at least one processor[48] that supports a user interface,[49] the user interface displaying at least one media channel comprising media available for consumption;[50]

said at least one processor operatively coupled to a storage that stores media,[51] one or both of the at least one processor and the storage having an associated network address;[52] and

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[39] *See id., e.g.,* at page 5, lines 7-8.
[40] *See id., e.g.,* at page 5, lines 8-9, and page 13, lines 7-10.
[41] *See id., e.g.,* at page 14, lines 5-10.
[42] *See id., e.g.,* at page 5, lines 9-12.
[43] *See id., e.g.,* at page 5, lines 9-12.
[44] *See id., e.g.,* at page 5, lines 9-12, page 14, line 11 to page 15, line 3, page 15, line 20 to page 16, line 15, and Figure 1, ref. 111.
[45] *See id., e.g.,* at page 5, lines 12-13.
[46] *See id., e.g.,* at page 6, lines 18-21.
[47] *See id., e.g.,* at page 6, lines 13-14.
[48] *See id., e.g.,* at page 14, lines 5-10.
[49] *See id., e.g.,* at page 13, lines 14-22, Figure 1, ref. 110, Figure 6, ref. 600.
[50] *See id., e.g.,* at page 5, lines 6-7.
[51] *See id., e.g.,* at page 6, line 17.
[52] *See id., e.g.,* at page 5, lines 8-9, and page 13, lines 7-10.

said at least one processor supports receipt, via a communication network, of media that is automatically selected[53] according to a user-defined profile,[54] and supports the storing in the storage, of information identifying the selected media, the information for incorporation into the user interface.[55]

Dependent claim 45 recites the following:

The system of claim 37 wherein the system supports anonymous media exchange.[56]

Independent claim 47 recites the following:

A method of operating a system supporting the automatic selection of media according to a user-defined profile,[57] the method comprising:

sending by a user a user-defined profile;[58]

receiving by the user information identifying media automatically selected in accordance with the user-defined profile;[59]

sending a request by the user for at least a portion of the identified media;[60] and

coordinating the receipt of the at least a portion of the identified media from a source to the user for consumption.[61]

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[53] *See id., e.g.,* at page 5, lines 9-12.
[54] *See id., e.g.,* at page 5, lines 9-12, page 14, line 11 to page 15, line 3, page 15, line 20 to page 16, line 15, and Figure 1, ref. 111.
[55] *See id., e.g.,* at page 6, lines 18-21.
[56] *See id., e.g.,* at page 7, lines 14-16 and page 24, lines 8-21.
[57] *See id., e.g.,* at page 7, lines 18-20.
[58] *See id., e.g.,* at page 5, lines 9-12, page 14, line 11 to page 15, line 3, page 15, line 20 to page 16, line 15, and Figure 1, ref. 111.
[59] *See id., e.g.,* at page 5, lines 9-12.
[60] *See id., e.g.,* at page 7, line 22 to page 8, line 1.
[61] *See id., e.g.,* at page 8, lines 1-3.

Dependent claim 53 recites the following:

The method of claim 47 wherein the user is unknown to the source.[62]

GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL (37 C.F.R. § 41.37(c)(1)(vi))

- Claims 1-53 stand rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. 2001/0021994 ("Nash") in view of U.S. 2002/0152117 ("Cristofalo")

ARGUMENT (37 C.F.R. § 41.37(c)(1)(vii))

I. The Proposed Combination Of Nash And Cristofalo Does Not Render Claims 1-53 Unpatentable

Claim 1 recites, in part, "server software that receives a request identifying one or both of the associated network address and/or a user identifier, and responds by **automatically selecting media according to a user-defined profile**, the **user-defined profile** corresponding to one or both of the associated network address and/or a user identifier." The other independent claims also recite that media is selected according to (but not merely based on) a user-defined profile. The Applicants respectfully submit that neither Nash, nor Cristofalo, alone or in combination with one another, describes, teaches or suggests **automatic selection of media according to a user-defined profile.**

Nash, for example, discloses a "method of presenting information to a viewer which contains both material which has been explicitly gleaned from either the viewer's viewing habits or direct inputs by the viewer and material which may be inferred as being of possible interest to

the viewer but outside the normal viewing habits." *See* Nash at [0004]. In general, Nash discloses a system and method in which **the user profile is determined and generated by the system, but not defined by the user**. In particular, Nash discloses:

> [A] method of selecting television advertisements for viewing and/or recording comprising the steps of:
>
> i) receiving data representing advertisements to be transmitted, said data indicating at least the date, and time of transmission of the advertisement and the advertisement type,
> ii) receiving data representing **a rating given to advertisements** and/or the products or services promoted by the advertisement by **individual reviewers or organisations**,
>
> iii) storing at least some of the data,
>
> iv) entering and/or generating and storing a user profile indicating the type of programmes the user prefers to view, and
>
> v) selecting the programme for viewing and/or recording using the stored data and the user profile.

Id. at [0031]-[0036]. Thus, Nash is clear that programmes are selected based on data representing **a rating by individual reviewers or organizations** and a user profile. Thus, even if one were to assume that Nash discloses that input from a user may be used to initially define the user profile, the selection of advertisements is based on both the user profile and the stored data, even from the start.

Indeed, Nash specifically discloses that the system may override user preferences:

> By making the rating of an advertisement by one or more reviewers of the quality of the advertisement or the quality of the product or service promoted by the advertisement one of the factors on which the advertisement selection and/or suggestion is made, those advertisements which are highly rated by one or more of the

[62] *See id., e.g.,* at page 7, lines 14-16 and page 24, lines 8-21.

> reviewers may be suggested to the viewer even if they do not satisfy other selection criteria.

Id. at [0010]. Thus, in Nash, advertisement selection and/or suggestion is determined through reviewers ratings, which may override other selection criteria. Nash is clear that any direct user input of preference information is merely used for programme selection in conjunction with the ratings. As shown above, the "system" of Nash is the ultimate determining factor regarding selection. That system, as detailed above, can change and override user preferences. As such, Nash does not describe, teach or suggest that media is selected "according to," or "in accordance with" a user-defined profile. That is, Nash does not describe, teach or suggest "**automatically selecting media** according to a **user-defined profile,**" as recited in the claims.

The Office Action states, however, the following:

> Nash provides clear support for the teaching of a user-defined profile which is used in the selection of media to present to a user. **Page 4, paragraph [0040], in addition to the Abstract**, state that the user profile can be explicitly generated by the user ... entering preferences via a user interface. Specifically Nash teaches that having a user-defined profile is necessary to overcome the problem of receiving device lack of knowledge of a user's interest and hence suggestions for viewing will be non-existent or random. Therefore a viewer will enter some initial information as to his or her preferences, by using a menu and selection scheme. That initial profile is then continuously updated. However the initial profile is defined by a user.

See June 23, 2008 Office Action at page 16 (emphasis added). As shown, the Office Action seems to be interpreting the claim to recite selecting media "based upon," but not "according to" a user-defined profile. Claim 1, for example, is clear, however, that media is automatically selected "**according to a user-defined profile**." The remaining independent claims include similar limitations.

As noted above, the Office Action relies on Nash at the **Abstract** and **paragraph [0040]** as disclosing a user-defined profile. Thus, the Applicants will address these portions of Nash.

First, Nash states the following:

> A television system which enables advertisements to be targeted at viewers who have a particular interest in the products or services being promoted by the advertisement comprises reviews from a plurality of reviewers (101-1 to 101-n) commissioned by the advertiser (100) and alternatively or additionally by independent reviewers (103-1 to 103-n). These reviews are encoded into a data channel associated with the advertisement. A product rating decoder (106) is provided in a receiver (105) which decodes the data in the data channel and selects advertisements for display based on the data and a user profile generated either explicitly by the user entering preferences via a user interface (109) or implicitly by monitoring the type of programme selected for viewing by the user.

Nash at Abstract. As shown above, Nash discloses that a user may enter preferences via a user interface. These preferences may be used to generate a user profile. However, neither this portion, nor the remainder, of Nash describes, teaches or suggests "**automatically selecting media according to a user-defined profile,**" as recited in the claims. Instead, as noted above, Nash discloses advertisement selection and/or suggestion being **determined through reviewers ratings, which may override other selection criteria**. *See* Nash at [0031]-[0036].

Next, Nash at [0040] states the following:

> Over a period of time an accurate **user profile can be build up by monitoring those advertisements which are watched or recorded and this profile can be continuously refined as the viewer's tastes change or develop**. This, however, does not mean that on initial use the receiving device has no knowledge of the viewer's interest and hence suggestions for viewing will be non-existent or random. In order to overcome this problem **it is possible for the viewer to enter some initial information as to his or her interests,** for example using a menu and selection scheme by entering choices using a remote control device. This

> initial profile is then continuously updated by monitoring those programmes watched or recorded.

Nash at [0040] (emphasis added). Thus, Nash discloses that a user may enter "initial information," and then the system determines an "initial profile" from that initial information. However, entering this initial information, which the system uses to determine an initial profile, is not "automatically selecting media **according to a user-defined profile,"** as recited in the claims. Instead, as explained above, Nash discloses that advertisement selection and/or suggestion is determined **through reviewers' ratings, which may override other selection criteria**. *See id.* at [0010] and [0031]-[0036].

Moving on, Cristofalo discloses a system and method in which a "media object based content is preferably presented to users based upon profile established **for** the user," but not by the user. *See* Cristofalo at [0006]. Thus, similar to Nash, Cristofalo does not describe, teach or suggest "**automatically selecting media according to a user-defined profile**." Instead, Cristofalo is clear that the profile is established **for** (but not by) the user.

The Applicants respectfully submit that the proposed combination of Nash and Cristofalo does not describe, teach or suggest at least the following:

- "**automatically selecting media according to a user-defined profile**," as recited in claims 1 and 28;
- "server software that **automatically selects media according to a user-defined profile**," as recited in claim 10;
- "receiving a **user-defined profile** from a user; **automatically selecting media according to the user-defined profile**," as recited in claim 21;
- "at least one processor supports receipt, via a communication network, of **media that is**

automatically selected according to a user-defined profile," as recited in claim 37; and

- "sending by a user a **user-defined profile**; receiving by the user information identifying **media automatically selected in accordance with the user-defined profile**," as recited in claim 47.

Thus, for at least these reasons, the Applicants respectfully request reconsideration of the rejection of claims 1-53.

II. A *Prima Facie* Case Of Obviousness Has Not Been Established With Respect To Claims 47-53 For An Additional Reason

Claim 47 recites, in part, "**sending by a user** a user-defined profile." The claim is clear that the user sends the user defined profile. The Office Action has not shown where any of the cited references describes, teaches or suggests a user sending a profile anywhere. Indeed, the Office Action summarily rejects claim 47 by alleging that it "recites substantially similar subject matter at [sic] that of claim 21, and is rejected under the same rationale." *See* June 23, 2008 Office Action at page 14. The Office Action does not even attempt to indicate where the cited references describe, teach or suggest a user sending a user-defined profile somewhere. Thus, for at least this additional reason, the Office Action has not established a *prima facie* case of obviousness with respect to claims 47-53.

III. A *Prima Facie* Case Of Obviousness Has Not Been Established With Respect To Claims 18, 27, 45 and 53 For An Additional Reason

Claim 18 recites "wherein the server software supports **anonymous** media exchange." Claims 27, 45 and 53 recite similar limitations. The Office Action acknowledges that "Nash does not teach wherein the server software supports anonymous media exchange." *See* June 23, 2008 Office Action at pages 7, 10, 14 and 15. In order to overcome this deficiency, the Office

Action cites Cristofalo at ¶¶ [0029] and [0034]. *See id.* These cited portions of Cristofalo do not, however, describe, teach or suggest "anonymous media exchange," or "wherein the user is unknown to the source." Cristofalo indicates that the "user profiling system 106 may also be provided by an online service provider who generates user profiles based upon user responses to surveys, web page hits...." *See* Cristofalo at ¶ [0034]. A system that initializes, maintains and updates a "user profile" would have to know the identify of a user in order to initiate, maintain and update the profile. As such, the Applicants respectfully submit that the "user profiling" described in ¶ [0034] of Cristofalo cannot be "anonymous" or "unknown to the source." For at least these reasons, the Office Action has not established a *prima facie* case of obviousness with respect to claims 18, 27, 45 and 53.

III. CONCLUSION

For at least the reasons discussed above, the Applicants respectfully submit that the pending claims are allowable in all respects. Therefore, the Board is respectfully requested to reverse the rejections of pending claims 1-53.

PAYMENT OF FEES

The Commissioner is authorized to charge any necessary fees, including the $510 fee for this Appeal Brief, or credit overpayment to Deposit Account 13-0017.

Dated: October 27, 2008

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CLAIMS APPENDIX
(37 C.F.R. § 41.37(c)(1)(viii))

1. A system supporting the automatic selection of media according to a user profile, the system comprising:

a television display to support the consumption of media;

a user interface accessible via the television display, the user interface displaying at least one media channel comprising media available for consumption;

a storage that stores media, the storage communicatively coupled to the television display, the storage having an associated network address; and

server software that receives a request identifying one or both of the associated network address and/or a user identifier, and responds by automatically selecting media according to a user-defined profile, the user-defined profile corresponding to one or both of the associated network address and/or a user identifier, and delivering to the storage, via a communication network, information identifying the selected media, the information for incorporation into the user interface.

2. The system of claim 1 wherein the associated network address is one of an Internet protocol (IP) address, a media access control (MAC) address, or an electronic serial number (ESN).

3. The system of claim 1 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a

wireless infrastructure.

4. The system of claim 1 wherein the communication network is the Internet.

5. The system of claim 1 wherein the selected media comprises one or more of audio, a still image, video, and/or data.

6. The system of claim 1 wherein the selected media comprises real-time video.

7. The system of claim 1 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

8. The system of claim 1 wherein the user profile corresponds to an individual user.

9. The system of claim 1 wherein the user-defined profile comprises one or more of a user interest, an age, a hobby, a gender, a viewing history, a genre, a media type, a media format, a media quality, a time, and/or a media selection.

10. A system supporting the automatic selection of media according to a user profile, the system comprising:

a user interface displaying at least one media channel comprising media available for consumption;

a storage that stores media, the storage having an associated network address; and

server software that automatically selects media according to a user-defined profile, and delivers to the storage, via a communication network, information identifying the selected media, the information for incorporation into the user interface.

11. The system of claim 10 wherein the media comprises one or more of audio, a still image, video, and/or data.

12. The system of claim 11 wherein the media comprises real-time video.

13. The system of claim 10 wherein the network address is one of an Internet protocol (IP) address, a media access control (MAC) address, or an electronic serial number (ESN).

14. The system of claim 10 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

15. The system of claim 10 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL)

infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

16. The system of claim 10 wherein the communication network is the Internet.

17. The system of claim 10 wherein the user-defined profile comprises one or more of a user interest, an age, a hobby, a gender, a viewing history, a genre, a media type, a media format, a media quality, a time, and/or user selected media.

18. The system of claim 10 wherein the server software supports anonymous media exchange.

19. The system of claim 10 wherein the server software coordinates the delivery of the selected media to the storage.

20. The system of claim 10 wherein the server software is at a location separate from the storage.

21. A method of operating a system supporting the automatic selection of media according to a user profile, the method comprising:

receiving a user-defined profile from a user;

automatically selecting media according to the user-defined profile;

communicating to the user information identifying the media;

receiving a request from the user for at least a portion of the identified media; and

coordinating the delivery of the at least a portion of the identified media from a source to the user for consumption.

22. The method of claim 21 wherein the user-defined profile comprises one or more of a user interest, an age, a hobby, a gender, a viewing history, a genre, a media type, a media format, a media quality, a time, and/or user selected media.

23. The method of claim 21 wherein the media comprises one or more of audio, a still image, video, real-time video, and/or data.

24. The method of claim 21 wherein the consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

25. The method of claim 21 wherein the delivery uses a communication network comprising one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired

infrastructure, and/or a wireless infrastructure.

26. The method of claim 25 wherein the communication network is the Internet.

27. The method of claim 21 wherein the user is unknown to the source.

28. A system supporting the automatic selection of media according to a user profile, the system comprising:

a user interface accessible via a television display, the user interface displaying at least one media channel comprising media available for consumption;

a storage that stores media, the storage communicatively coupled to the television display, the storage having an associated network address; and

at least one processor that sends a request identifying one or both of the associated network address and/or a user identifier, supports receipt, in response to the request and via a communication network, of media automatically selected according to a user-defined profile, the user-defined profile corresponding to one or both of the associated network address and/or a user identifier, and supports the storing in the storage of information identifying the selected media, the information for incorporation into the user interface.

29. The system of claim 28 wherein the associated network address is one of an Internet protocol (IP) address, a media access control (MAC) address, or an electronic serial number (ESN).

30. The system of claim 28 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

31. The system of claim 28 wherein the communication network is the Internet.

32. The system of claim 28 wherein the selected media comprises one or more of audio, a still image, video, and/or data.

33. The system of claim 28 wherein the selected media comprises real-time video.

34. The system of claim 28 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

35. The system of claim 28 wherein the user profile corresponds to an individual user.

36. The system of claim 28 wherein the user-defined profile comprises one or more of a user interest, an age, a hobby, a gender, a viewing history, a genre, a media type, a media format, a media quality, a time, and/or a media selection.

37. A system supporting the automatic selection of media according to a user-defined profile, the system comprising:

at least one processor that supports a user interface, the user interface displaying at least one media channel comprising media available for consumption;

said at least one processor operatively coupled to a storage that stores media, one or both of the at least one processor and the storage having an associated network address; and

said at least one processor supports receipt, via a communication network, of media that is automatically selected according to a user-defined profile, and supports the storing in the storage, of information identifying the selected media, the information for incorporation into the user interface.

38. The system of claim 37 wherein the media comprises one or more of audio, a still image, video, and/or data.

39. The system of claim 38 wherein the media comprises real-time video.

40. The system of claim 37 wherein the network address is one of an Internet protocol (IP) address, a media access control (MAC) address, or an electronic serial number (ESN).

41. The system of claim 37 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

42. The system of claim 37 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

43. The system of claim 37 wherein the communication network is the Internet.

44. The system of claim 37 wherein the user-defined profile comprises one or more of a user interest, an age, a hobby, a gender, a viewing history, a genre, a media type, a media format, a media quality, a time, and/or user selected media.

45. The system of claim 37 wherein the system supports anonymous media exchange.

46. The system of claim 37 wherein the at least one processor at least assists in coordinating the delivery of the selected media to the storage.

47. A method of operating a system supporting the automatic selection of media according to a user-defined profile, the method comprising:

sending by a user a user-defined profile;

receiving by the user information identifying media automatically selected in accordance with the user-defined profile;

sending a request by the user for at least a portion of the identified media; and

coordinating the receipt of the at least a portion of the identified media from a source to the user for consumption.

48. The method of claim 47 wherein the user-defined profile comprises one or more of a user interest, an age, a hobby, a gender, a viewing history, a genre, a media type, a media format, a media quality, a time, and/or user selected media.

49. The method of claim 47 wherein the media comprises one or more of audio, a still image, video, real-time video, and/or data.

50. The method of claim 47 wherein the consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

51. The method of claim 47 wherein the receipt occurs using a communication network comprising one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

52. The method of claim 51 wherein the communication network is the Internet.

53. The method of claim 47 wherein the user is unknown to the source.

EVIDENCE APPENDIX
(37 C.F.R. § 41.37(c)(1)(ix))

(1) U.S. 2001/0021994 ("Nash"), entered into record by Examiner in January 10, 2007 Office Action.

(2) U.S. 2002/0152117 ("Cristofalo"), entered into record by Examiner in October 4, 2007 Office Action.

RELATED PROCEEDINGS APPENDIX
(37 C.F.R. § 41.37(c)(1)(x))

Not applicable.